



**REQUEST FOR PROPOSALS  
FOR  
DIGITAL UPGRADE PROGRAM FOR SMALL  
BUSINESSES  
BOONE COUNTY, INDIANA**

**BOONE COUNTY ECONOMIC DEVELOPMENT CORPORATION  
2030 INDIANAPOLIS AVENUE, LEBANON, IN 46052  
CLAIRE COLLETT, ENTREPRENEURSHIP & INNOVATION MANAGER  
CLAIRE@BETTERINBOONE.ORG  
JANUARY 10, 2023**

The Boone County Economic Development Corporation ("Boone EDC") is requesting proposals from interested, highly-qualified organizations to execute the Digital Upgrade Program for small businesses. The goal of this program is to assist small businesses in developing digital strategies to improve their customer facing and back-office functions.

The successful proposer will work directly with the Boone EDC for all activities involved with the project. The following activities are to be included in program, consistent with the Scope of Work as detailed:

### **SCOPE OF WORK:**

- Grant Application
  - Assist the Boone EDC in the application build-out and candidate outreach
  - Review small business applicants with the Boone EDC to determine the number of small businesses awarded and their appropriate award amounts
- Digital Audit
  - Provide each awardee with an in-depth audit of their current digital footprint
  - Assist with narrowing down 1-2 goals for the small business to tackle. Examples of these goals include, but are not limited to, efficient operations, increasing digital marketing efforts, e-commerce integration, and/or improving customer experiences
- Technical Support
  - Schedule 1:1 meetings with the small businesses selected
  - Provide digital deliverables and resources to help the small business achieve their goals that were set at the beginning of the program
- Program Evaluation
  - Assist the Boone EDC with final program evaluations and statistics to determine the success of the program

### **PROGRAM TIMELINE:**

- January 10, 2023: Boone EDC releases RFP to find a vendor to assist with the application process, training, and digital services
- February 7, 2023: Preferred vendor selected + announced
- February 20, 2023: Grant opens for Boone County Small Businesses
- March 10, 2023: Application closes
- March 20, 2023: Grant winners announced
- March 21, 2023 - December 15, 2023: Program is executed
- December 18, 2023: Program evaluation + debrief

## **PROGRAM FUNDS:**

The Boone EDC Digital Upgrade program will be a 1:1 matching grant program. Small businesses requesting funds will be required to match their awarded amount dollar for dollar.

The successful proposer will be funded up to \$50,000 to execute the program. The expenses of this program and the services provided by the selected vendor shall not exceed \$50,000.

## **PROPOSAL RESPONSE & SUBMITTAL REQUIREMENTS:**

- Background on your organization, including:
  - Name of Business
  - Contact person email and telephone number
  - Website link
- Three (3) references from clients whom your organization has performed similar digital projects for. The reference information must include the following:
  - Name of Business
  - Contact person and telephone number
  - Summary of work performed, including hyperlinks to any publicly available examples of work
- No more than three (3) samples of recent projects your company has completed
- Statement of Methods and Procedures: Provide a detailed plan to achieve the necessary requirements and plan for accomplishing the work within the allocated maximum budget of \$50,000, including:
  - Cost per unit of service regarding all items outlined in the scope of work (i.e. cost per business to complete a digital audit)
- Describe your team's project management approach and communication strategy with the Boone EDC in the process. Describe how periodic updates will be handled to share progress and milestones.

## **PROPOSAL EVALUATION AND SELECTION:**

The various significant factors that will be considered in the evaluation of proposals are summarized below:

- Demonstrated understanding of the service requested
- Prior experience in performing similar projects
- Overall project methodology and approach
- Estimated impact within the maximum \$50,000 budget
- Reference Checks

## **PROPOSAL RESPONSE & SUBMITTAL REQUIREMENTS:**

The response shall be submitted electronically in one email and saved in a PDF format.

- One PDF shall be the response that includes all information detailed in the RFP, except for the sample work. This response should not be more than 3 pages in length.
- Work samples should be submitted as separate PDF files. No more than 3 samples should be submitted.

The proposal should be submitted no later than **January 31, 2023, at 5:00 pm EST** to Claire Collett at [claire@betterinboone.org](mailto:claire@betterinboone.org).

The Boone EDC will not be responsible for payment of any expenses incurred as a result of responding to the RFP. The Boone EDC reserves the right to not accept any RFPs submitted.

## **QUESTIONS:**

Any questions should be submitted by email only to Claire Collett at [claire@betterinboone.org](mailto:claire@betterinboone.org) by January 30, 2023. Any questions submitted after the 30<sup>th</sup> may not receive a response in time for submission.